A PRO DESIGN SERVICE FOR DEVELOPERS
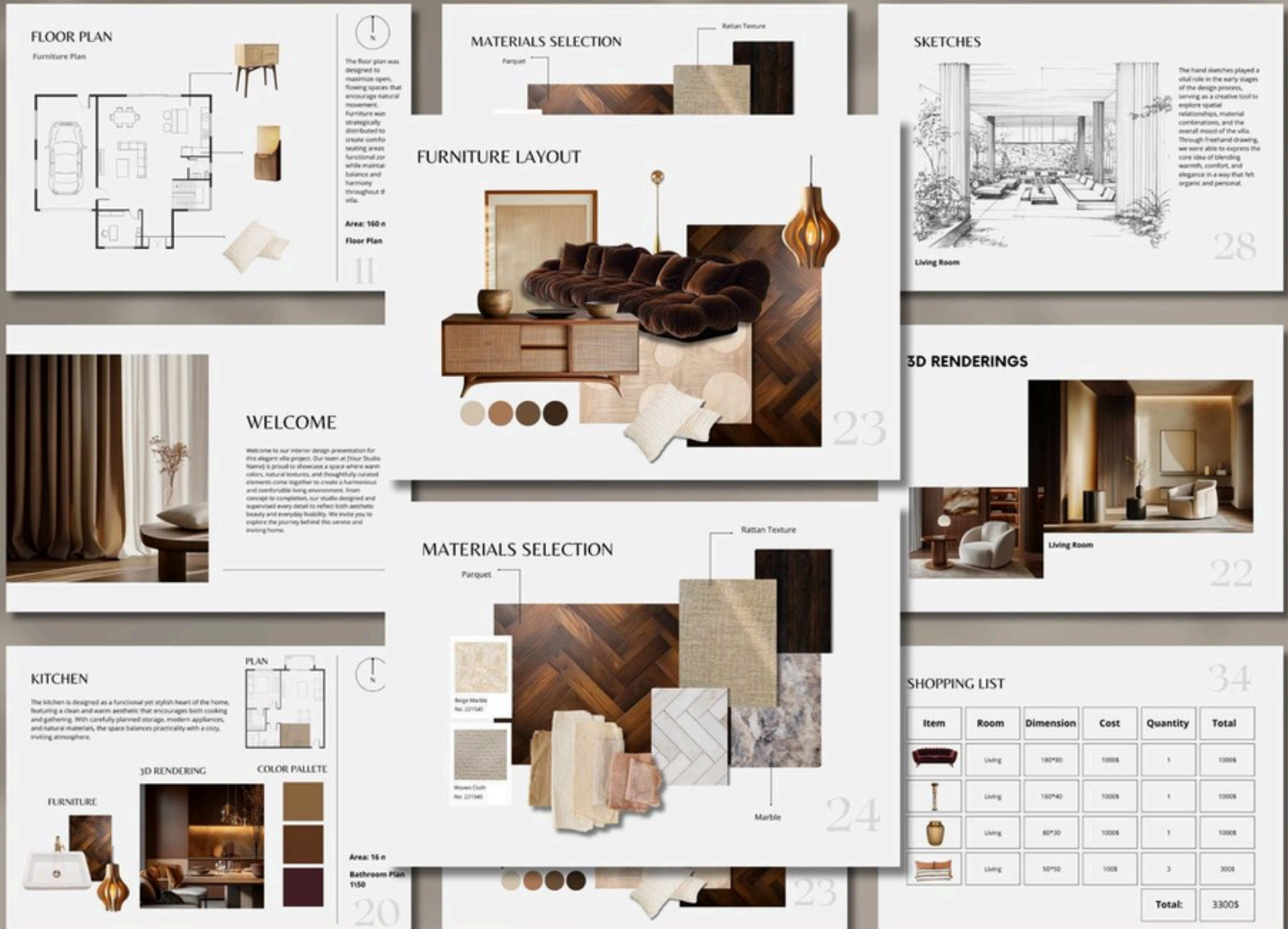
THE BLUEDEV SYSTEM™

Interior Strategy, Spec & Styling for Developers

BY: @bluebycindy

INTRODUCTION

Why BLUEDEV SYSTEM™ Makes Business Sense
Outsourced. Expert. Efficient.
Hiring in-house designers means overhead: salaries, benefits, onboarding, delays. With BLUEDEV SYSTEM™, you pay only for what you need — and get speed, precision, and market-ready results from a trained, spec-driven design team.

SERVICE STRUCTURE

BLUEDEV SYSTEM™ is available in flexible, scalable tiers depending on the needs and pace of your development:

BLUEDEV BASE™

Concept + palette + basic FF&E
 Ideal for early-stage development or pre-permit support.

BLUEDEV COMPLETE™

Full specs, FF&E schedule, material selections, and realistic renderings
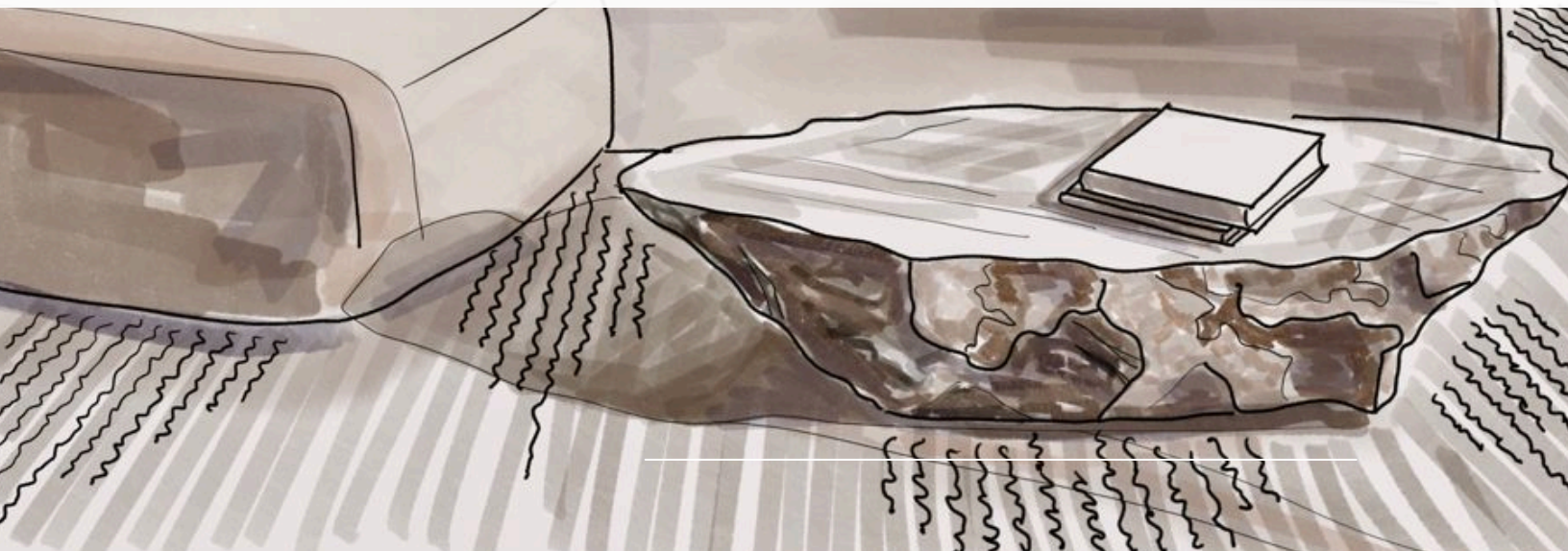Designed for developers needing a full-scope interior handoff.

BLUEDEV 360™

Add-on for 3D walkthroughs, 360° virtual views, and VR-ready presentations
 Perfect for pre-sales, digital marketing, or investor demos.

BLUEDEV ON DEMAND™

Custom packages for multi-unit, phased, or high-volume needs
 Built to plug into your timeline, trade team, and brand standards.

BLUEDEV 360™

3D Walkthroughs & Virtual Reality Experiences

- 360° views and immersive virtual tours tailored to your space
- Compatible with desktop, mobile, and VR headsets
- Includes animated movement through fully designed interiors
- Only available once design development is complete (concept, specs, materials)
- Customizable based on project scope, unit type, and detail level

Whether you need one unit type or an entire building walkthrough, we scale to your project.

EXPLORE SOME OF OUR VIRTUAL TOURS FOR DEVELOPERS
CLICK ON THE CIRCLES TO WALK & HOLD YOUR MOUSE FOR 360 EXPERIENCE

ELEVATOR TOUR   EXTERIOR DESIGN

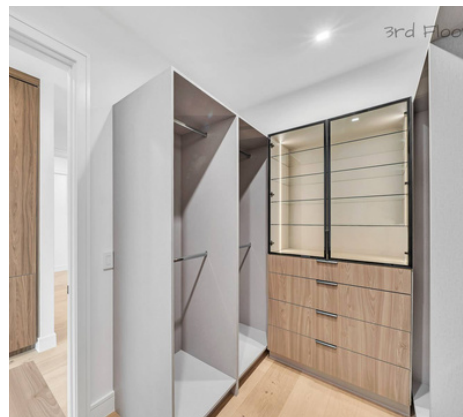MASTER BEDROOM & BATH   ENTRETAINMENT ROOM   MAIN KITCHEN

PORTFOLIO

We bring proven knowledge in sourcing and specifying
materials for every surface, inside and out.

BUILT ON REAL-WORLD SPEC EXPERIENCE

With a background in specification of finishes across multiple large-scale developments, we speak the language of:

GCs, PMs, and site teams
Value engineering without design compromise
Spec sheets, schedules, and trade-ready docs

This isn't "fluff design" — it's practical, sellable interior design engineered for execution and resale.

WHAT YOU AVOID BY USING BLUEDEV SYSTEM™

In-House Designer Costs	With BLUEDEV SYSTEM™
Salaries & Benefits	Pay per package only
Onboarding & Training	Plug-in expert support
Risk of delays or turnover	Reliable, external service delivery
Generalist design approach	Developer-specific, spec-trained

WHAT YOU GET INSTEAD:

- A TRAINED DESIGN PARTNER WHO UNDERSTANDS SPECS, BUDGET TIERS, AND LEAD TIMES
- FAST DELIVERY — NO LAG FROM INTERNAL REVIEWS OR CAPACITY ISSUES
- COMPLETE PACKAGES READY TO DROP INTO YOUR WORKFLOW

How We Work – Fast, Focused, Flexible
Turnkey packages for each unit type or project phase
Sync with your architects, engineers, and contractors
Work remote or hybrid, depending on your team's flow
Aggressive timelines – design keeps up with development

Why Developers Choose Us
Speed: You get high-quality deliverables without chasing us.
Sales-Driven Design: Every finish and fixture supports your bottom line.
Reliable: You'll meet your timelines — I integrate like part of the dev team.

Ready to Streamline & Elevate Your Interiors?
We are currently booking for Q3/Q4. Let's discuss how we can plug into your next development and take the interiors specs off your worry list.

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